

LET'S GET HEALTHY CALIFORNIA
Innovation Challenge Finalists
Summary of Innovations

Healthy Beginnings

Innovation Title: Bright Beginnings

Organization: Ventura County Public Health

Summary: Bright Beginnings is a program developed to create a healthy start for newborns and their mothers within the first 6-8 weeks after birth. The program focuses on breastfeeding support, early identification of maternal depression, interconception care and education. Participation in this program is available to all women who reside in Ventura County who give birth at participating hospitals. The program hopes to expand to all birthing hospitals in the county in the future.

Location: Ventura County

Website: NA

Innovation Title: Building Broccoli Smiles through Food Literacy

Organization: Food Literacy Center

Summary: The Food Literacy Center teaches low-income elementary school students skills to reduce obesity risk. These skills include how to read and cook using a simple recipe, make sustainable food choices, and find enrichment in both cooking and eating healthy foods.

Location: Sacramento; Sacramento County

Website: Website: <http://www.foodliteracycenter.org/>

Innovation Title: Collaborative Partnerships and Environments for Early Childhood Health

Organization: Healthy & Active Before 5 (HAB45)

Summary: HAB45 strives to prevent early childhood obesity among low-income children ages 0-5. Through collaboration with multiple organizations, HAB45 promotes quality parks, healthy eating, physical activity, breastfeeding and reduction of screen time.

Location: Contra Costa County

Website: Website: <http://www.hab45.org/>

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| Innovation Title: | Healthy Babies are Worth the Wait Community Program |
| Organization: | March of Dimes |
| Summary: | Healthy Babies are Worth the Wait is a community program that focuses on decreasing “preventable” preterm birth through educating pregnant patients, perinatal providers, and the community on risk factors and strategies for reducing risks of preterm birth. Their pilot program in Kentucky has shown success in declining singleton births and this strategy will now be implemented in San Bernardino County, selected based on its high preterm birth rate and racial and ethnic disparities. |
| Location: | Barstow, Victorville, Apple Valley, Hesperia and Adelanto; San Bernardino County |
| Website: | AMCHP Innovation Station Promising Practice The HBWW Implementation Manual was posted on the Prematurity Prevention Resource Center (PPRC) www.prematurityprevention.org . |

Living Well

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| Innovation Title: | AARP Livability Index |
| Organization: | AARP |
| Summary: | The AARP Livability Index is a web-based tool used to measure community livability. The tool compares overall livability and categorical scores resulting in a rating for a community's livability. The score considers specific categories including: housing, transportation, neighborhood, environment, economic opportunity, health and civil/social engagement. The tool is designed for communities across the U.S. The goal is to provide local officials, businesses, activists and residents with information needed to evaluate activities in their communities and will allow residents of all ages to stay active and engaged. |
| Website: | The Index: https://livabilityindex.aarp.org/ |

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| Innovation Title: | Ending Hunger in Orange County (OC) |
| Organization: | Waste Not OC |
| Summary: | Orange County experiences a unique disparity in which it ranks sixth in highest median income statewide, while also ranking ninth nationwide in counties with the highest number of people facing food insecurity. This program fosters nontraditional partnerships between public health, the food supply/restaurant community, and medical providers to divert unused quality food from areas of excess to areas of need, while identifying and referring food-insecure community members. This program feeds vulnerable residents while promoting environmental stewardship, and has made lasting change by embracing current technology and building sustainable partnerships. |
| Location: | Anaheim and Orange; Orange County |
| Website: | https://youtu.be/T8Un6Ft-YRM , https://youtu.be/BYoyFiHxmXo , https://youtu.be/snvVD1cE8Kc |
| Innovation Title: | Growing Healthy Habits - A Community Garden Model |
| Organization: | Yolo County Health and Human Services Agency |
| Summary: | The Yolo County Health and Human Services Agency has established a community garden at the agency's Bauer building. This community garden provides an opportunity for residents to grow and eat fresh fruits and vegetables and a demonstration space for garden-based education programs. This program aims to build a healthy community by reaching out to families that have limited access to fresh produce and healthy foods. |
| Location: | Woodland, Yolo County |
| Website: | http://www.yolocounty.org/health-human-services |

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| Innovation Title: | Skid Row Healthy Food Micro-Enterprise Project |
| Organization: | Los Angeles Community Action Network |
| Summary: | Skid Row Healthy Food Micro-Enterprise Project by the Los Angeles Community Action Network is a pilot project in the early stages of development that seeks to serve the Skid Row community of Downtown Los Angeles. Skid Row is home to approximately 15,000 homeless, formerly homeless, and other low-income residents. The project has three components: (1) a low-cost organic market, (2) a rooftop garden, and (3) a micro-enterprise training program to ensure the food access projects are operated by Skid Row residents. This innovative effort is planned, led, and implemented by homeless and low-income residents, and combines improvements to the built environment, easier access to affordable fruits and vegetables and key training for a community that has been disconnected or excluded from mainstream employment. |
| Location: | Los Angeles; Los Angeles County |
| Website: | http://cangress.org/our-work/la-can-south-la-pop-up-market/ |
| Innovation Title: | Street Vendors: Bringing Healthy Food to Central Valley Residents |
| Organization: | Cultiva La Salud - A program of the Public Health Institute |
| Summary: | The Vendors of Health innovation in Southeast Fresno was developed by Cultiva la Salud, a program of the Public Health Institute. The innovation involves a coordinated effort by community residents, mobile vendors, elected officials, the media, community stakeholders and city planners to initiate a Buy Local promotional campaign to institute zoning code changes. This would allow healthy food to be sold in more locations while other efforts are underway to develop a community kitchen and commissary for mobile food vendors to safely prepare food as well as facilitating residential town hall meetings and focus groups to help inform the program and ensure its success in creating a healthier Central Valley. |
| Location: | Southeast Fresno; Fresno County |
| Website: | NA |

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End-of-Life

- Innovation Title:** How to Make Advance Care Planning Easier: The PREPARE website
- Organization:** University of California, San Francisco
- Summary:** The PREPARE website (www.prepareforyourcare.org) teaches people, through an easy 5-step process, to identify their values and goals for medical care and to communicate this information to loved ones and clinicians. PREPARE also creates a tailored Summary of My Wishes that can be shared with clinicians and loved ones and used to start discussions about advance care planning. PREPARE was designed with and for people from culturally diverse backgrounds to be easy to use, and it is currently available in English and Spanish.
- Website:** www.prepareforyourcare.org
- Innovation Title:** Medical-Legal Partnership for Seniors
- Organization:** University of California San Francisco / University of California Hastings Consortium on Law, Science & Health Policy
- Summary:** The Medical-Legal Partnership for Seniors provides legal assistance to lower income adults - assisting them with health and financial advice, as well as advance care planning. Through a partnership between UCSF Medical Center's Geriatric Programs and UC Hastings College of Law, eligible seniors obtain free one-on-one legal advice and education on a variety of issues. Meanwhile, law students gain valuable experience while providing assistance to this underserved population.
- Location:** San Francisco; San Francisco County
- Website:** MLPS has expanded to the San Francisco VA:
<http://uchastings.edu/news/articles/2015/03/Huffman.php>
- MLPS was featured as one of the top 25 most innovative law school ideas:
http://www.nxtbook.com/nxtbooks/cypress/prelaw_2013backtoschool/#/30

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| Innovation Title: | UCLA Health/Coalition for Compassionate Care of California Advance Care Planning Initiative (ACPI) |
| Organization: | UCLA Health and Coalition for Compassionate Care of California |
| Summary: | The Coalition for Compassionate Care of California (CCCC) is partnering with the UCLA Health System to develop and test an innovative comprehensive advance care planning model that routinely receives patient preferences through a standardized process that ensures that these preferences are recorded and that they can be retrieved and honored at critical times. This collaborative brings together two of California's leading organizations to co-create a program that addresses the complex advance care planning needs of seriously ill patients receiving care within an academic health system. The ultimate goal is to create an advance care planning program that can be replicated in other health care systems in the state and across the country. |
| Website: | Coalition for Compassionate Care of California: http://coalitionccc.org Advance care planning goes electronic at UCLA: http://vitalsigns.uclahealth.org/fall2015/files/11.html |

Redesigning the Health System

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| Innovation Title: | Clinic in the Park: Connect, Screen, Educate |
| Organization: | Clinic in the Park: Connect, Screen, Educate, a fiscally sponsored project of OneOC |
| Summary: | The Clinic in the Park brings free health and wellness screenings to needy families during the weekend at parks throughout Orange County. The program is a health collaborative consisting of over 40 community nonprofits, academic, private and public organizations, volunteer health and public health professionals. In three years, the Clinic in the Park program has provided services to over 19,000 visitors through use of health screenings, health education, legal aid and technical assistance with enrollment in health insurance plan or public benefit programs. |
| Location: | Anaheim, Costa Mesa, Irvine, Santa Ana and Tustin; Orange County |
| Website: | www.clinicinthepark.org |

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| Innovation Title: | The MobileMAMA Text Program: Integrating Medical Care and Social Services for Pregnant Women in the Safety Net |
| Organization: | Harbor-UCLA Medical Center, Los Angeles County Department of Health Services, and the Robert Wood Johnson Foundation Clinical Scholars Program - University of California, Los Angeles |
| Summary: | MobileMAMA is a text-messaging program designed to be used by safety-net prenatal patients to provide continuous information to their medical providers about their use of social services in their community. The aim of the program is to give medical providers this text feedback to increase the effectiveness of the social service referrals made to their patients as part of prenatal care. The innovation is expected to serve as a “proof of concept” for the potential of mobile technology to improve care coordination in public safety net health systems. |
| Location: | Los Angeles County |
| Website: | NA |
| Innovation Title: | Santa Rosa Community Health Centers Care Coordination Program |
| Organization: | Santa Rosa Community Health Centers (SRCHC) |
| Summary: | The Health Centers Care Coordination Program seeks to lower health care costs at Santa Rosa Community Health Centers. The program uses a nurse practitioner care team and care coordinators who manage patient care in a number of ways, including health center treatments, home visits and phone appointments. Patients receive personalized care plans and work closely with care teams in order to achieve improved health outcomes while reducing hospitalization and treatment costs. |
| Location: | Santa Rosa; Sonoma County |
| Website: | NA |

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Creating Healthy Communities

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| Innovation Title: | A Culture of Health: Creation of the Healthy RC Steering Committee |
| Organization: | City of Rancho Cucamonga, Healthy RC |
| Summary: | The City of Rancho Cucamonga developed a steering committee comprised of community residents and city officials. The steering committee conducts assessments of resident feedback on various areas of health to provide direction for local community goals. |
| Location: | Rancho Cucamonga; San Bernardino County |
| Website: | www.HealthyRC.com |
| Innovation Title: | Active Design Guidelines and Icon |
| Organization: | Sacramento County |
| Summary: | The County of Sacramento's Active Design Guidelines and Icon innovation incorporates the use of active design strategies and guidelines to support and foster physical activity among its residents through the use of neighborhood design and strategic land use. |
| Location: | Sacramento County |
| Website: | http://www.walksacramento.org/more-about-us/d4as/ |
| Innovation Title: | Live the Challenge |
| Organization: | Building Healthy Communities South Kern |
| Summary: | Live the Challenge is a 100 day challenge asking South Kern residents to commit to making one healthy change, joining with other residents, youth, businesses and organizations/agencies to establish new healthy habits. The objective of Live the Challenge is for residents to reclaim the power to build a healthy community for themselves and their children. Since 2010, 3,500 people have been engaged in making a healthy change. In the past year, over 1,000 individuals committed to Live the Challenge and over 400 people joined together for the Live the Challenge Fun Run/Walk. |
| Location: | Arvin, Lamont, Weedpatch and Greenfield; Kern County |

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| Website: | The link to the 2015 photos is available here: https://www.flickr.com/photos/healthysouthkern/albums/72157651741219897 |
| Innovation Title: | Walk With Friends |
| Organization: | Health Education Council |
| Summary: | The Health Education Council's (HEC) HEAL Zone is an initiative that aims to increase healthy eating and enable active living for the more than 13,000 residents living in the South Sacramento Valley Hi neighborhood. The goals of the innovation are to decrease calorie consumption, increase fresh fruit and vegetable consumption, increase physical activity in community settings, and increase physical activity in institutional settings. HEC staff and community partners identified Valley Hi Park as a nexus for increased physical activity, and have begun engaging the community to increase positive park activity, advocate for park and street improvements, and deter negative and violent activity. |
| Location: | South Sacramento's Valley Hi neighborhood; Sacramento County |
| Website: | NA |

Lowering the Cost of Care

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| Innovation Title: | Care Transitions |
| Organization: | Partnership HealthPlan of California |
| Summary: | This innovation designed by Partnership HealthPlan focuses on reducing readmissions and transitions of care in the Medi-Cal program. The project partnered with several sites within their provider network to introduce a Care Transitions Pilot Program. The program uses an evidence based model and a newly developed assessment tool. In the first year, the program resulted in 13 percent of participants readmitted in contrast to the expected average rate of 20 percent readmissions. The resulting savings yielded a return on investment of 2.7 percent. Due to increased savings seen in the first year of the pilot, the program was expanded from three to 12 sites. |
| Location: | Northern California |
| Website: | http://caretransitions.org/ |

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| Innovation Title: | Improving Healthcare Quality & Safety While Reducing Costs Through Clinical Pharmacy Service Integration |
| Organization: | University of Southern California School of Pharmacy and AltaMed Health Services |
| Summary: | This innovation delivers comprehensive medication management through AltaMed Health Services for the highest risk patients in the health system. These high risk patients are individuals who were recently or are frequently hospitalized, and patients who met other criteria based on a series of algorithms developed by the USC School of Pharmacy and embedded into AltaMed's electronic health record system. The process allows for the identification of potential gaps in medication-related quality and/or safety such as drug interactions, contraindications, or polypharmacy and result in an automatic enrollment into the comprehensive medication management program. |
| Location: | Los Angeles County and Orange County |
| Website: | http://www.pharmacist.com/node/49949?is_sso_called=1 http://www.latimes.com/local/great-reads/la-me-c1-pharmacists-clinics-20150406-story.html http://www.careinnovations.org/uploads/USC.CEPC.pharm_webinar_FinalV.pdf |
| Innovation Title: | Increasing Tdap Vaccination Among Pregnant Medi-Cal Women In Los Angeles County |
| Organization: | Los Angeles County Comprehensive Perinatal Services Program |
| Summary: | The mission and vision of this pilot project is to promote best practices and optimize maternal and child health outcomes in San Fernando Valley, specifically among Hispanic mothers. This innovation addresses the need for formal procedures to consistently offer Tdap vaccinations to pregnant women in their third trimester among Comprehensive Perinatal Services Program (CPSP) providers in Los Angeles County. A multifaceted approach was used by the CPSP team to improve staff knowledge and awareness about the challenges of pertussis and to ensure patients were educated and offered the vaccine in a consistent manner. Implementation of this program resulted in a 74 percent increase of Tdap vaccination rates over an eight month period. |
| Location: | San Fernando Valley; Los Angeles County |
| Website: | NA |

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| Innovation Title: | RxSafe Marin: Marin County Prescription Drug Misuse and Abuse Initiative |
| Organization: | Marin County Department of Health and Human Services |
| Summary: | This highly collaborative community-wide initiative sponsored by Marin County's Health and Human Services coordinates diverse Action Teams including Law Enforcement, Prescribers and Pharmacists, Community-based Prevention, Treatment and Recovery, and Data Collection and Monitoring. These public and private stakeholders have formed partnerships and created an environment where innovative strategies to combat the epidemic prescription drug problem in Marin can be tested and strengthened. |
| Location: | Marin County |
| Website: | http://www.rxsafemarin.org/ |